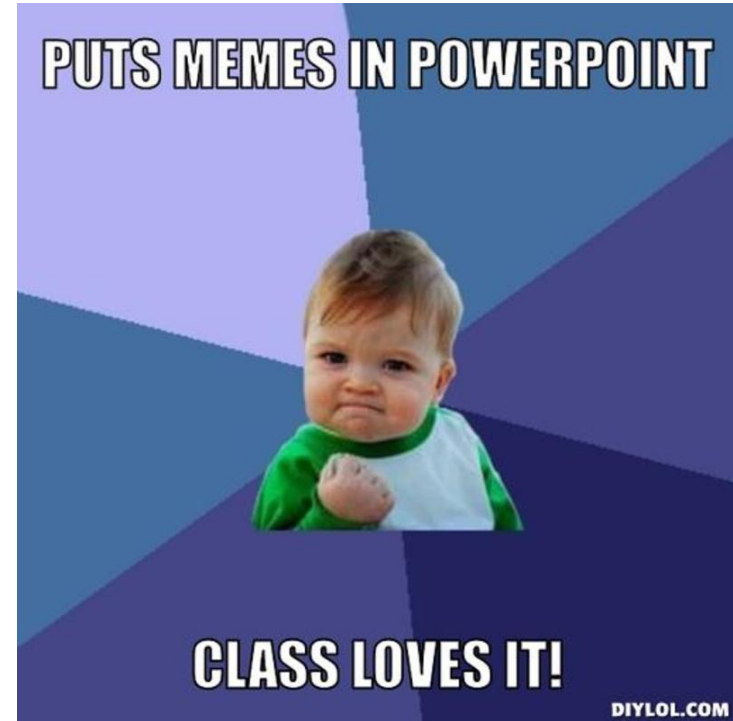


Using PowerPoint Effectively

Caroline Donovan

University of Maryland Center
for Environmental Science's
Integration and Application
Network



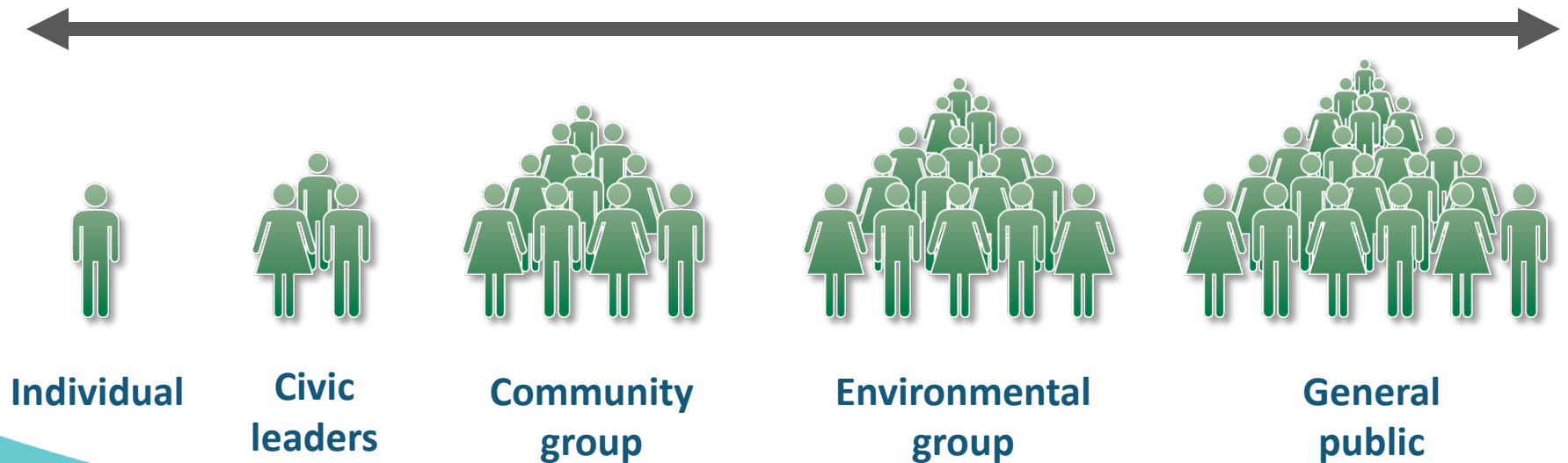
Those who fail to prepare, prepare to fail

- Develop a clear story
- Keep to 3-5 key points (1 minute/slide)
- Connect your main themes
- Stick to the time limit
- Go full circle with your message



Target your audience

- Peers / General public / Managers / School children / Government officials?
- Modify your presentation accordingly



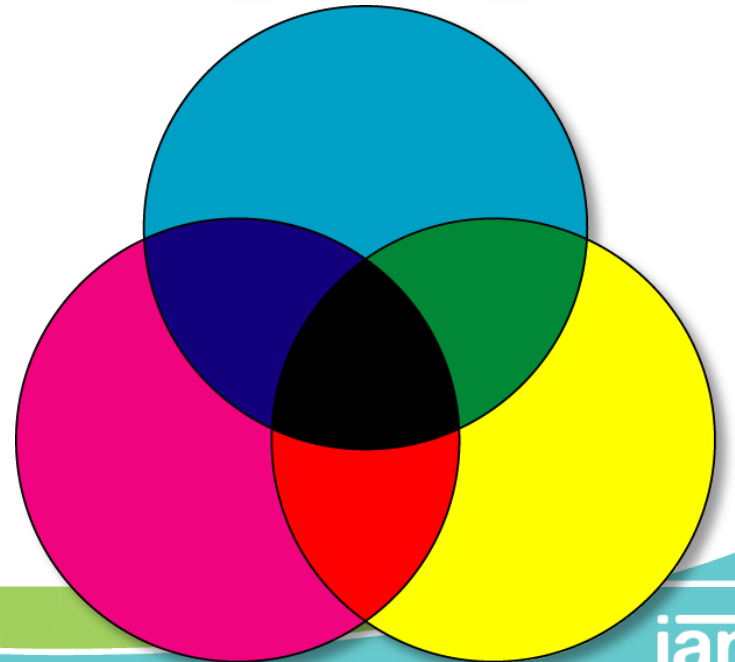
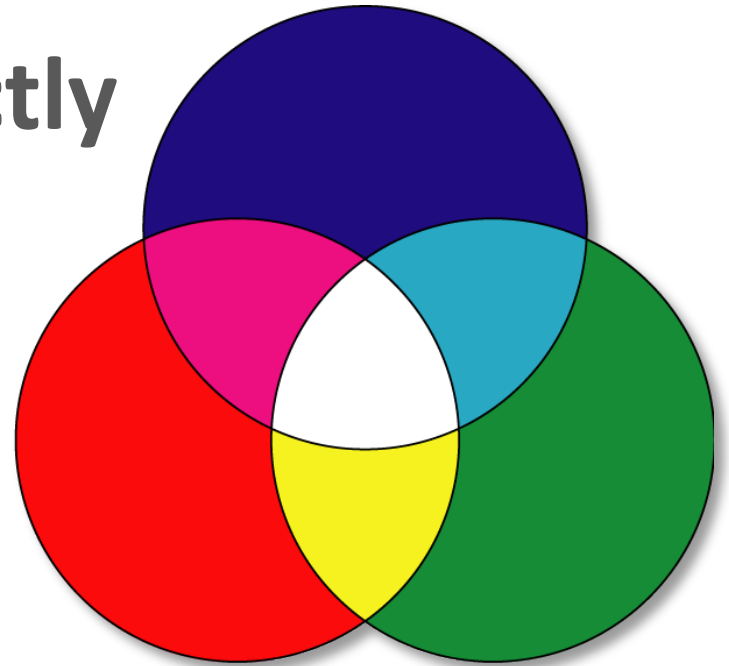
Use color modes correctly

Red Green Blue

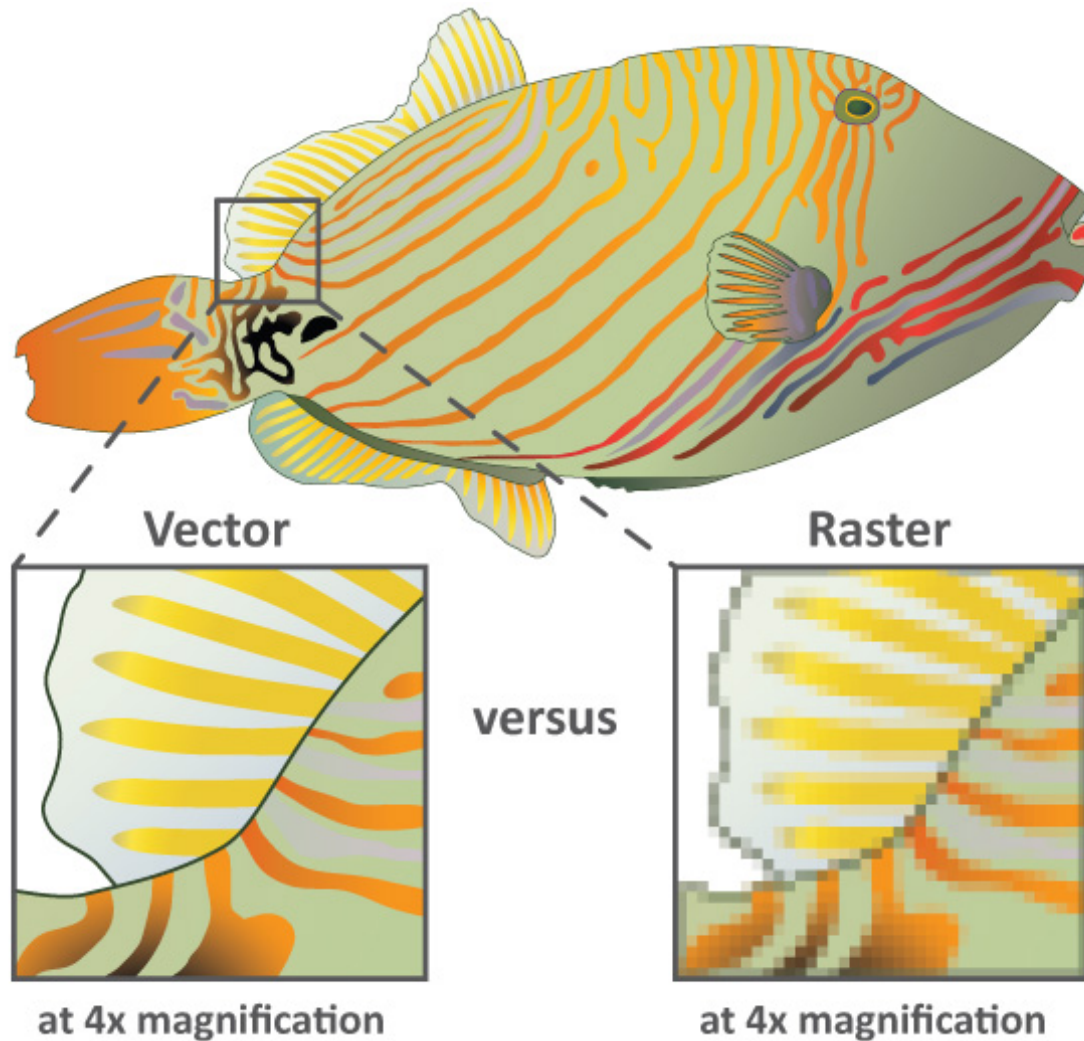
- Transmitted light
- Best for presentations, websites
- Mixing colors results in white
- Absence of color results in black

Cyan Magenta Yellow black

- Printed ink
- Best for printed products
- Mixing colors results in black ink
- Absence of color results in white (or the background color)



Raster versus Vector images





Create a rough outline

1

PROBLEM

2

EXAMPLES

3

SOLUTION

4

BENEFITS

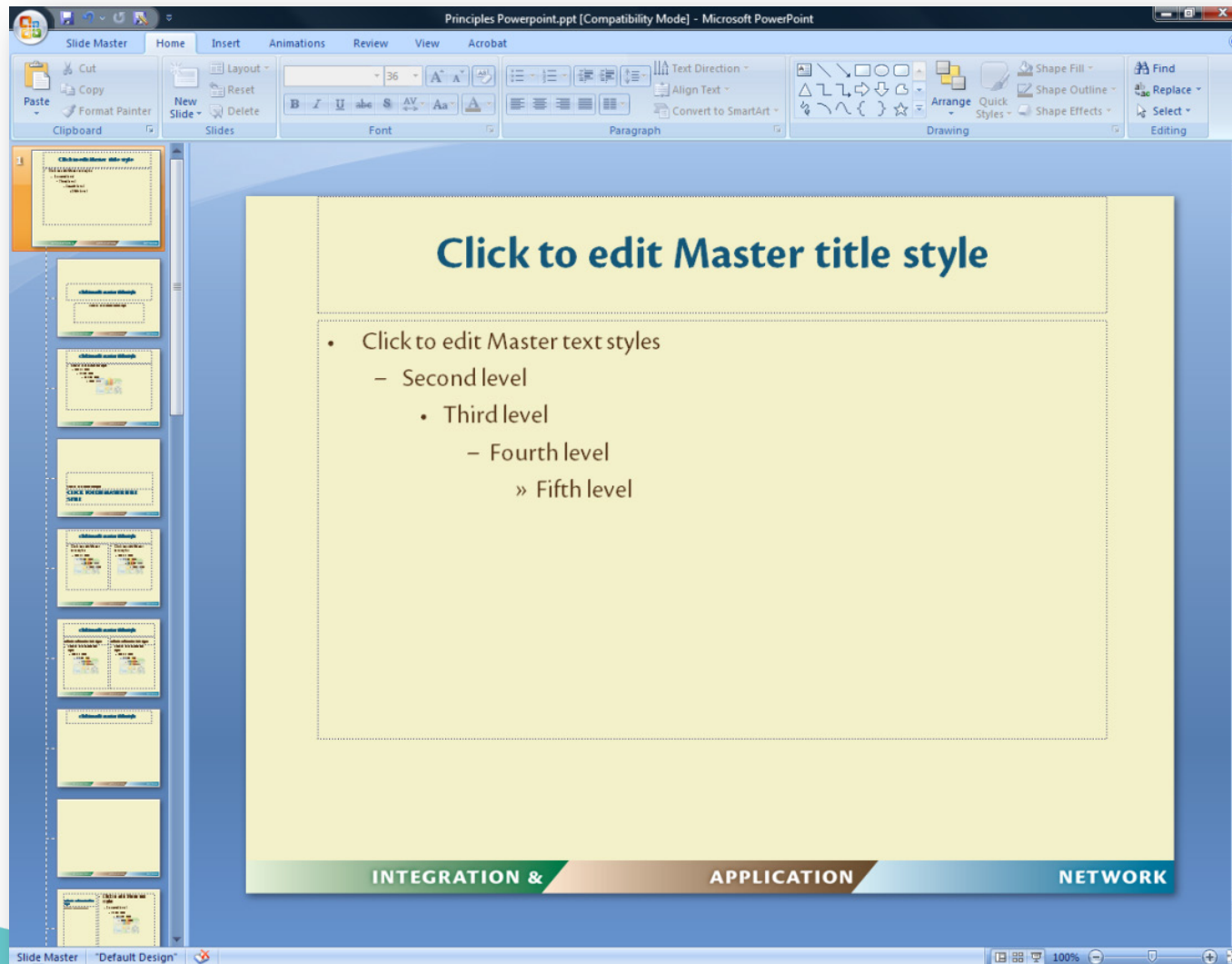
5

CASE STUDIES

6

**CALL TO
ACTION**

Develop a consistent style and format



Choose easy to read fonts



Serif fonts

Times New Roman

Garamond

Palatino

Sans serif fonts

Arial

Calibri

Helvetica

Think about your colors

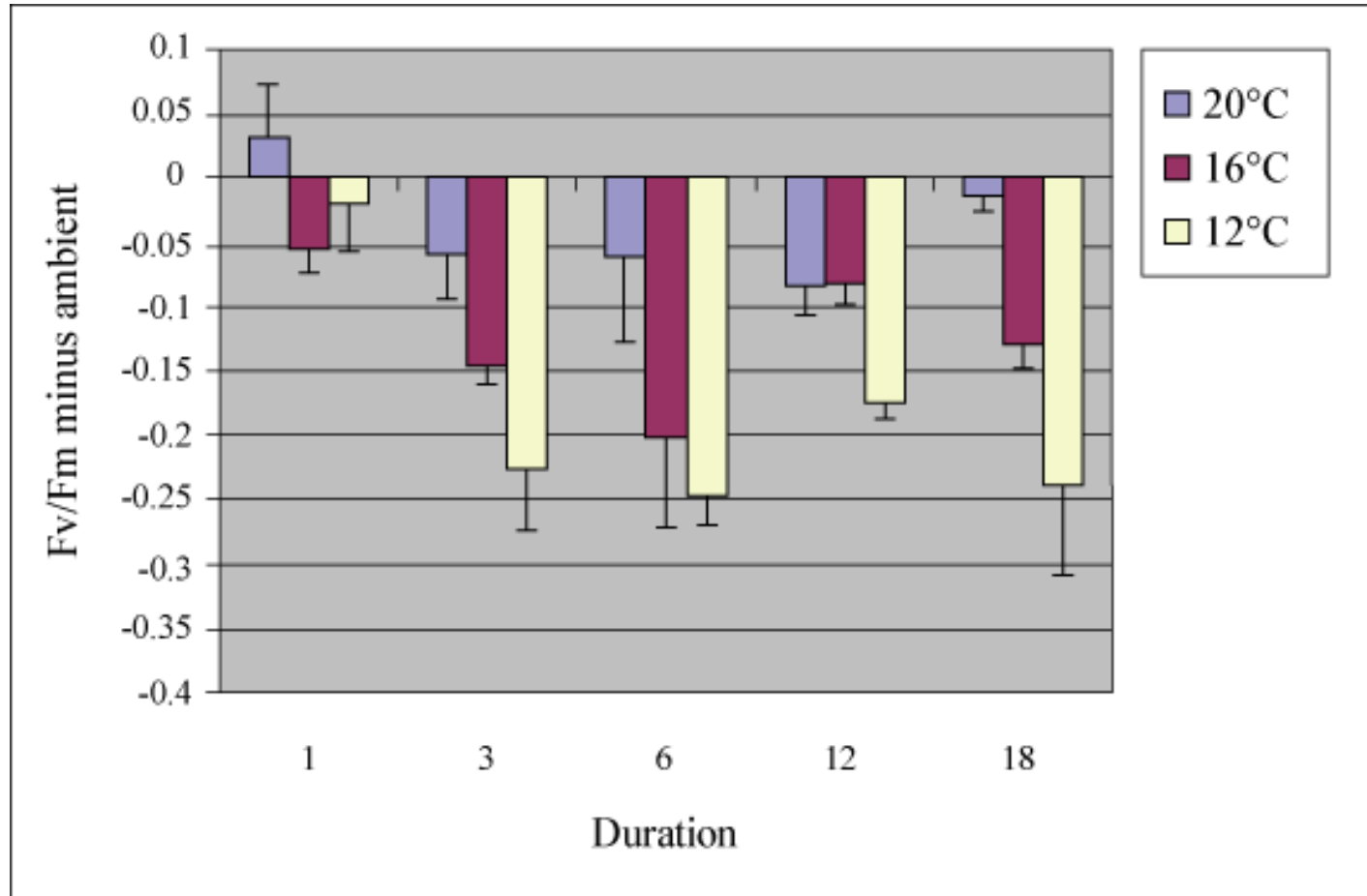
- Use color carefully, especially **red** and **green**
- Contrast between the background and text or graphics is important
- Improper use of color can alienate your audience

Brown

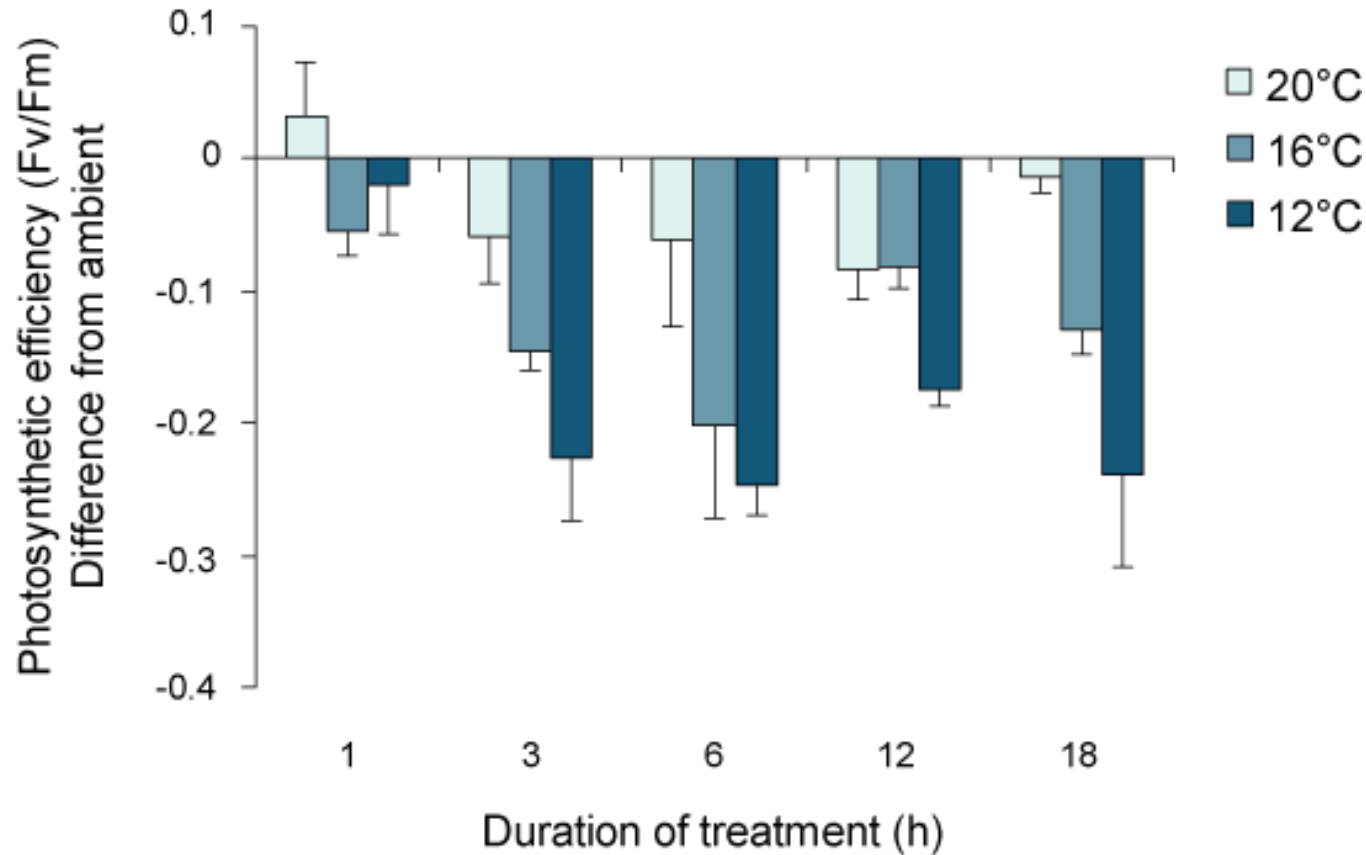
Dark green

Black

Graph formatting makes all the difference



Graph formatting makes all the difference



Format maps to include more information



Use the right resolution image



- Resolution is different for different media
 - printed products need 300 dpi
 - presentations and websites need 96 dpi
- Ensure your graphics are clear and manage file size

Avoid jargon and acronyms

- Jargon sounds good but means what?
 - Double-blind randomized controlled trials
- Acronyms need to be introduced:
 - BAC = Bank of America Corporation
 - = Blood Alcohol Content
 - = Buffalo Athletic Club
 - = Boston Architectural College
 - = Baltimore Aircoil Company
 - IDSFA = It Doesn't Stand For Anything

Active titles summarize key points

Inactive titles:

Barriers to EBM

Impacts of low rainfall

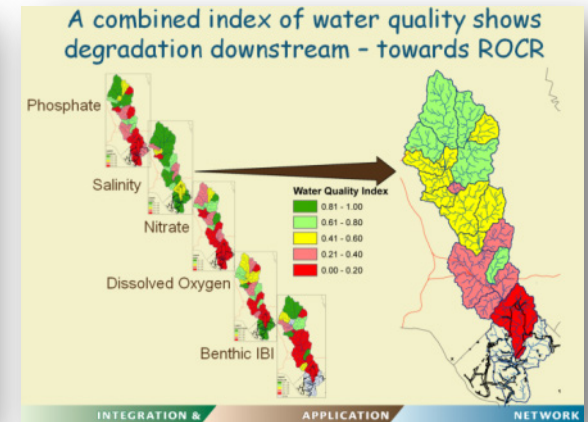
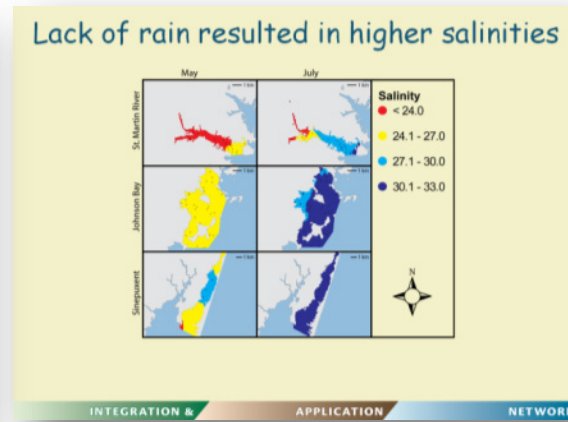
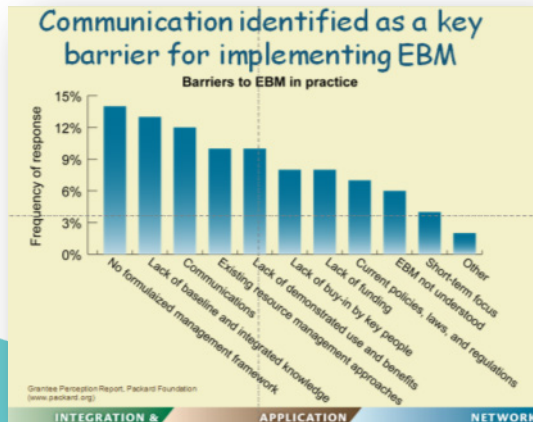
Combined water quality index

Active titles:

Communication identified as a barrier to implementing EBM

Lack of rain resulted in high salinities

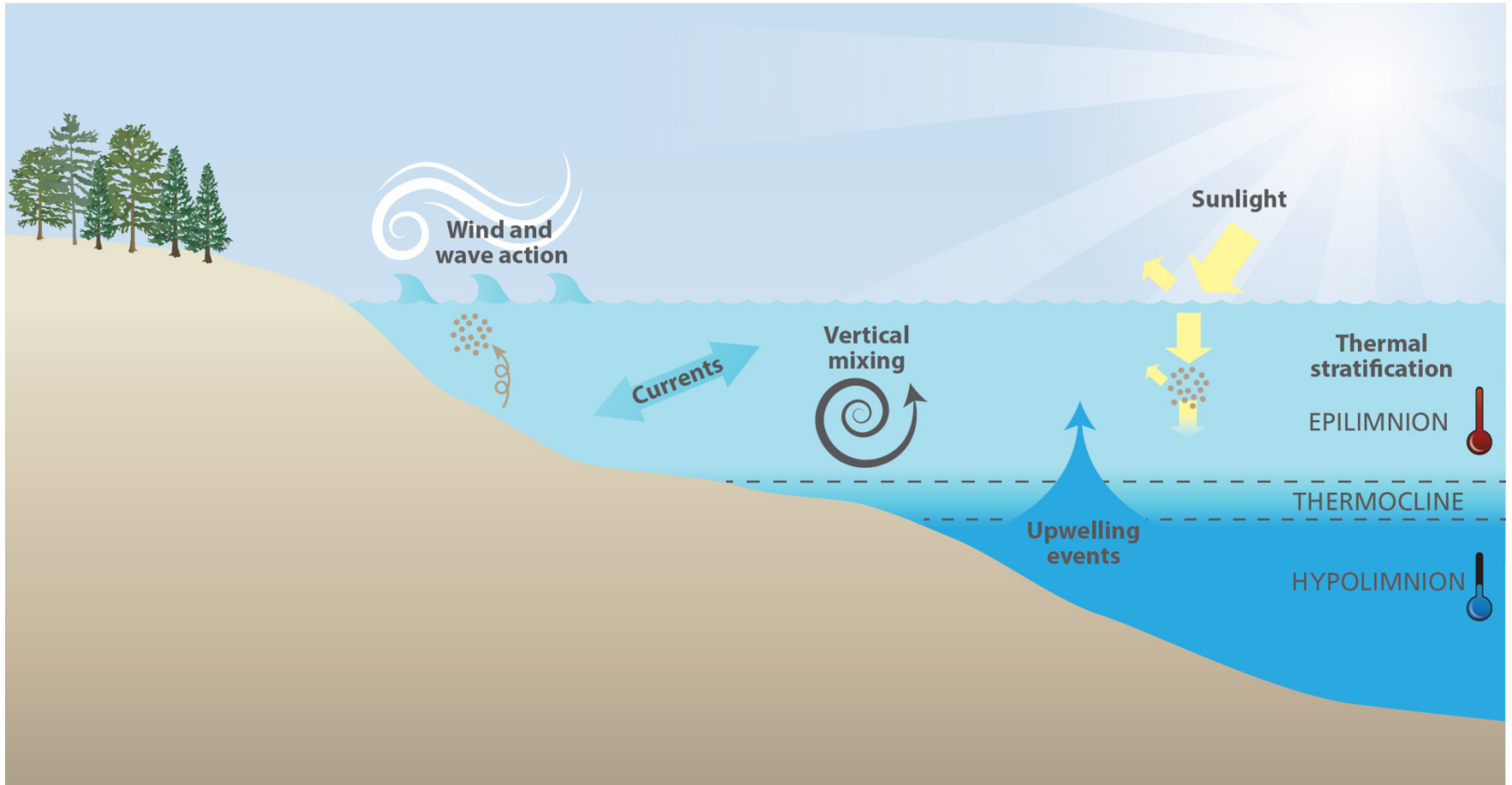
A combined index of water quality shows degradation downstream



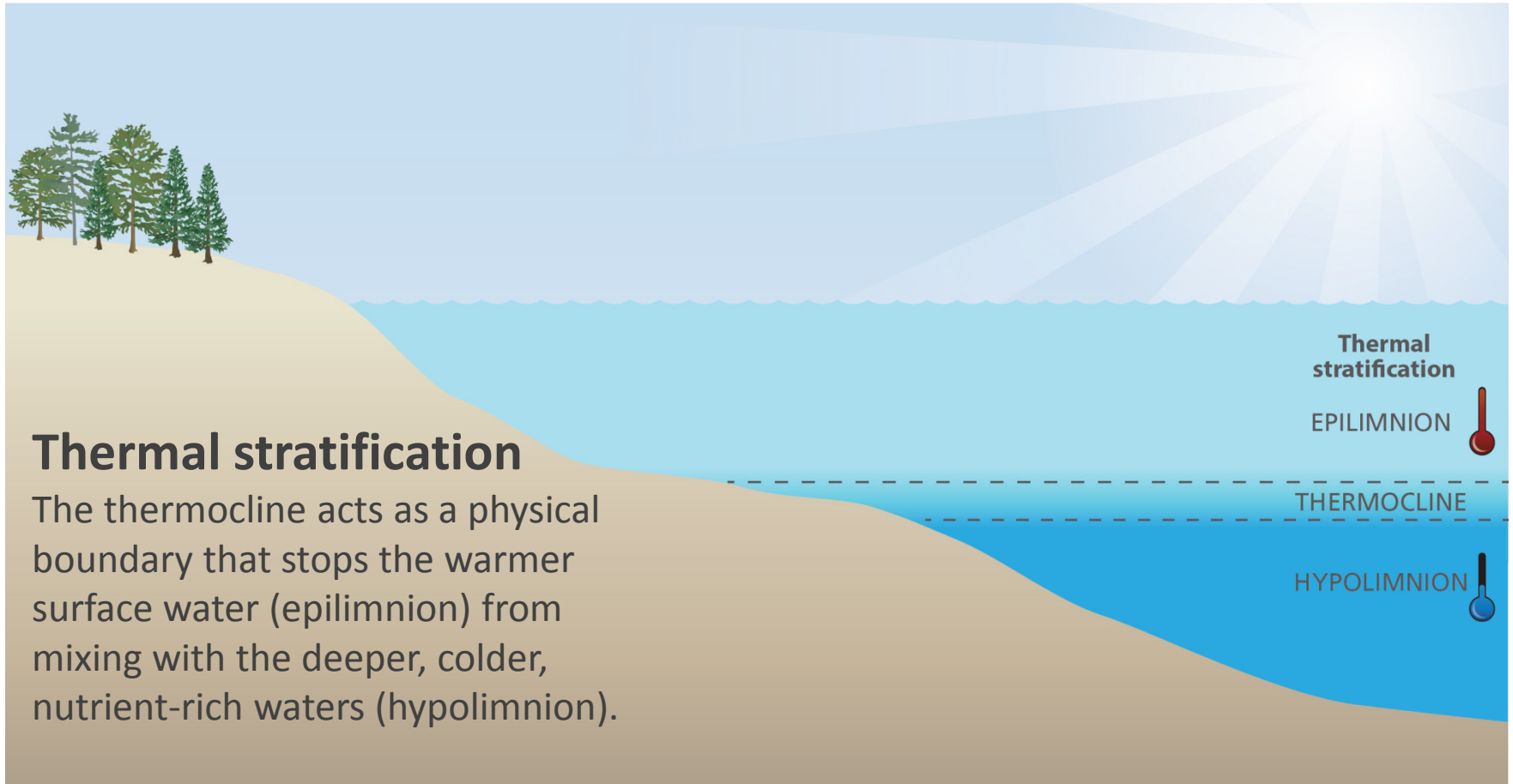
Slides are free!

Use animation to guide your audience.

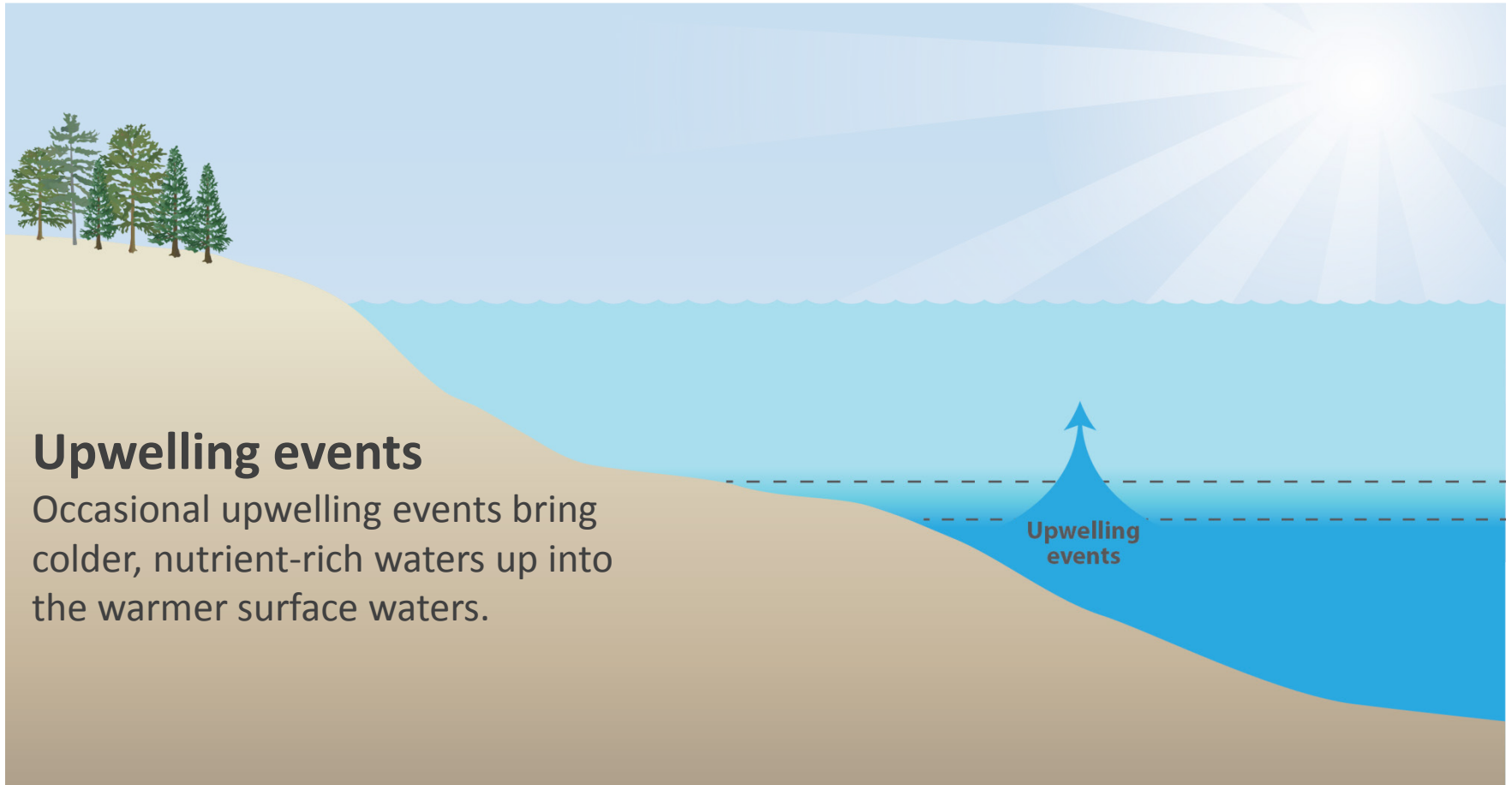
Key natural processes affecting nearshore conditions



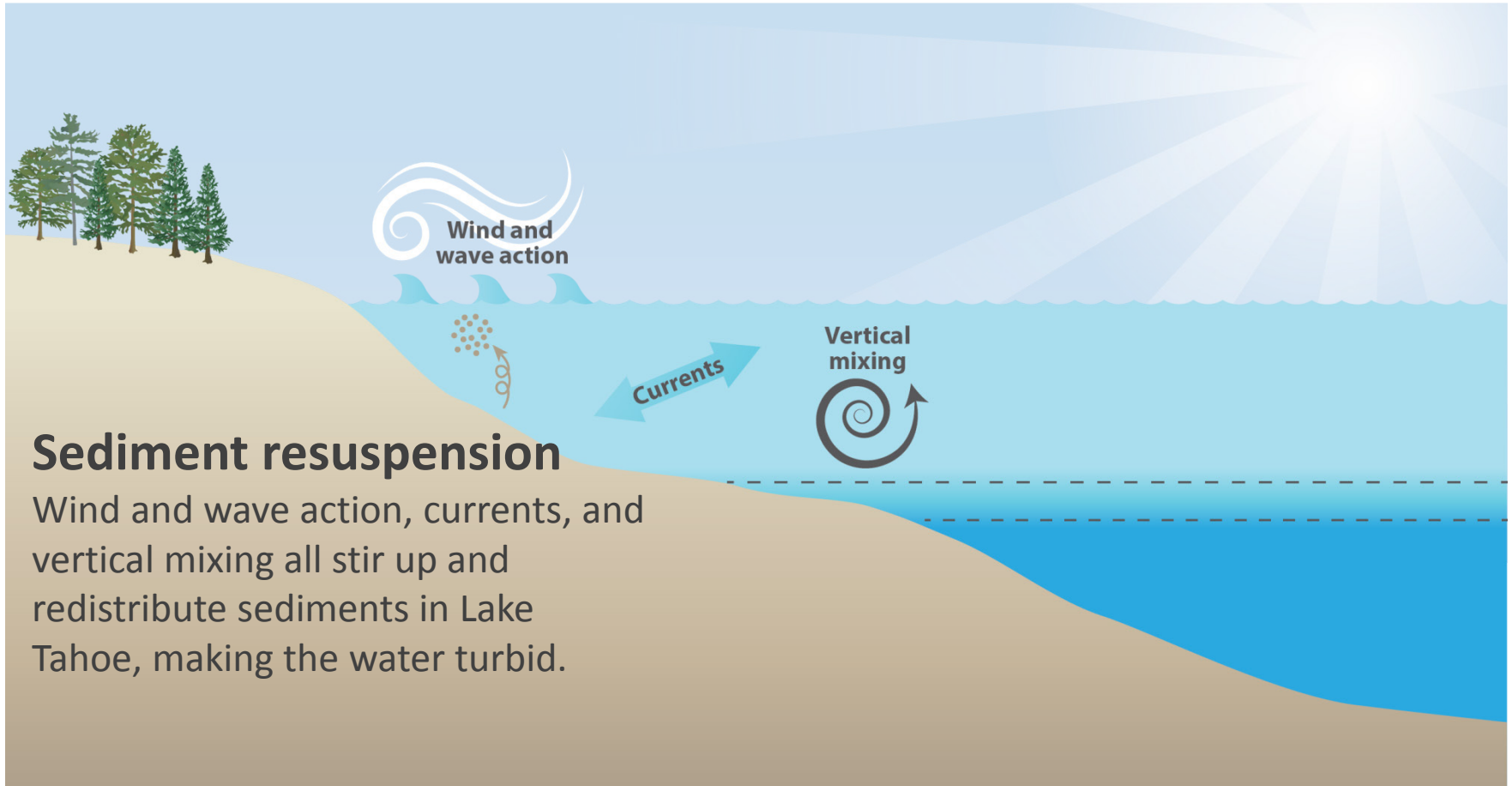
Key natural processes affecting nearshore conditions



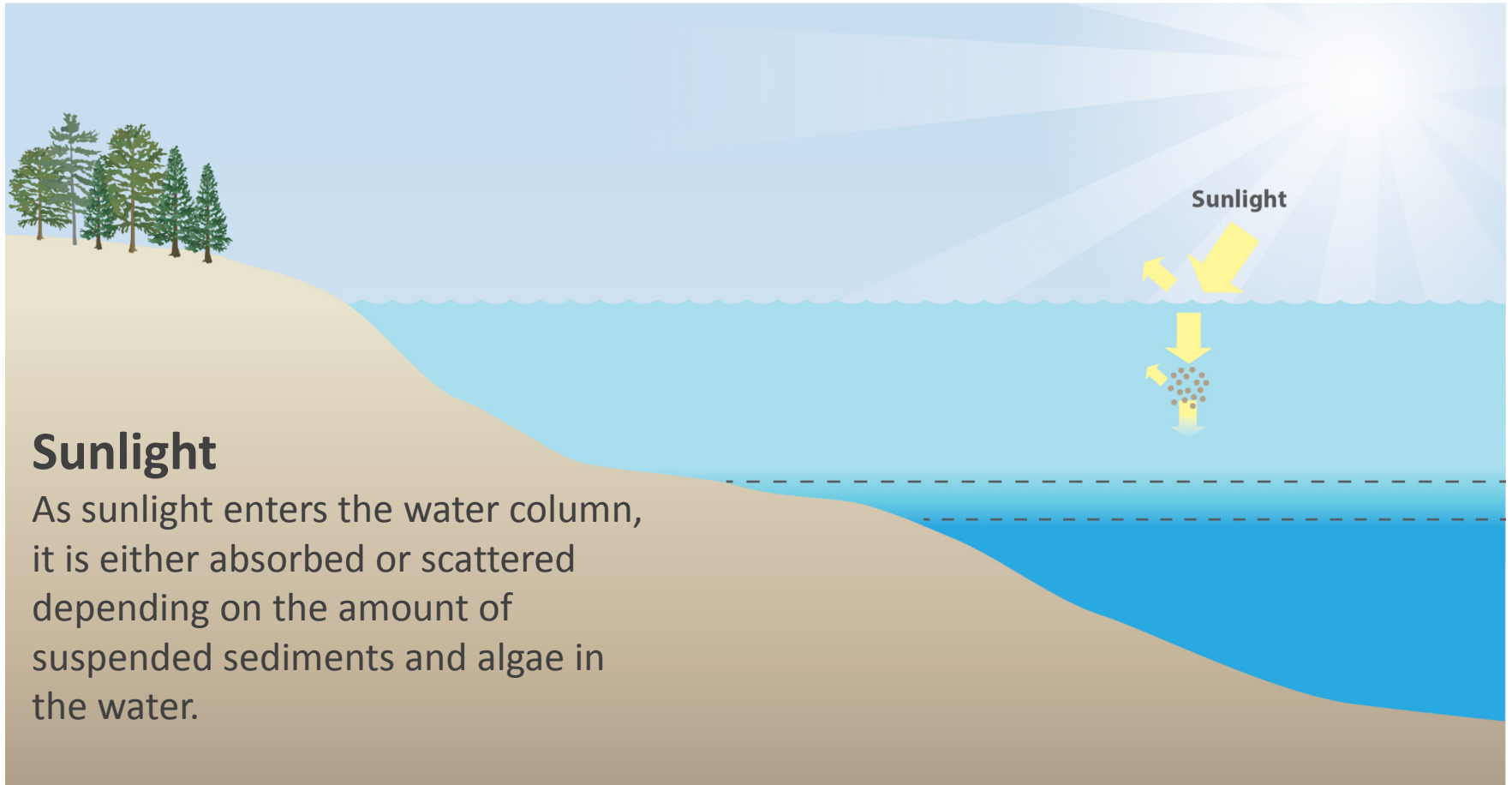
Key natural processes affecting nearshore conditions



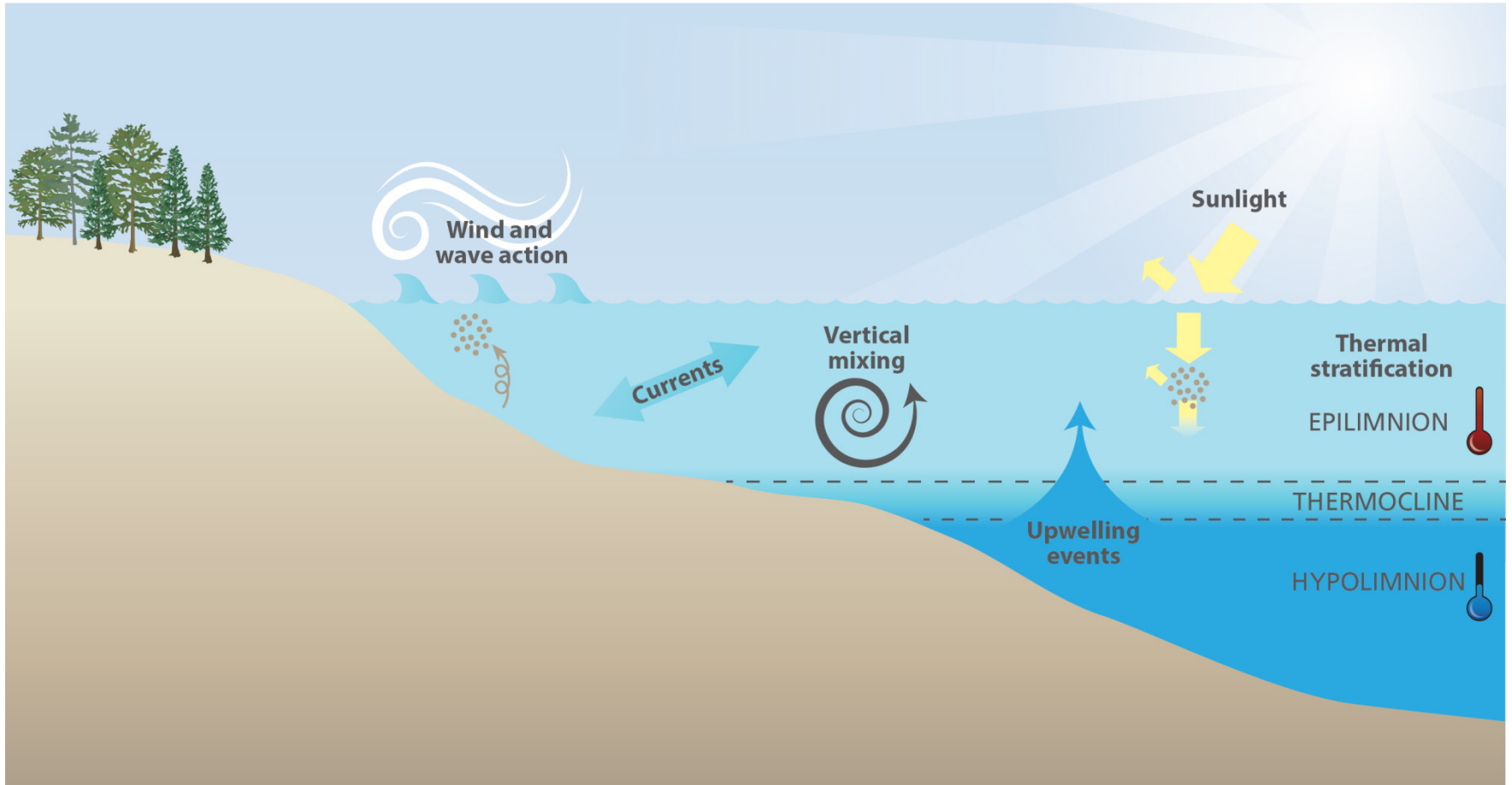
Key natural processes affecting nearshore conditions



Key natural processes affecting nearshore conditions



Key natural processes affecting nearshore conditions



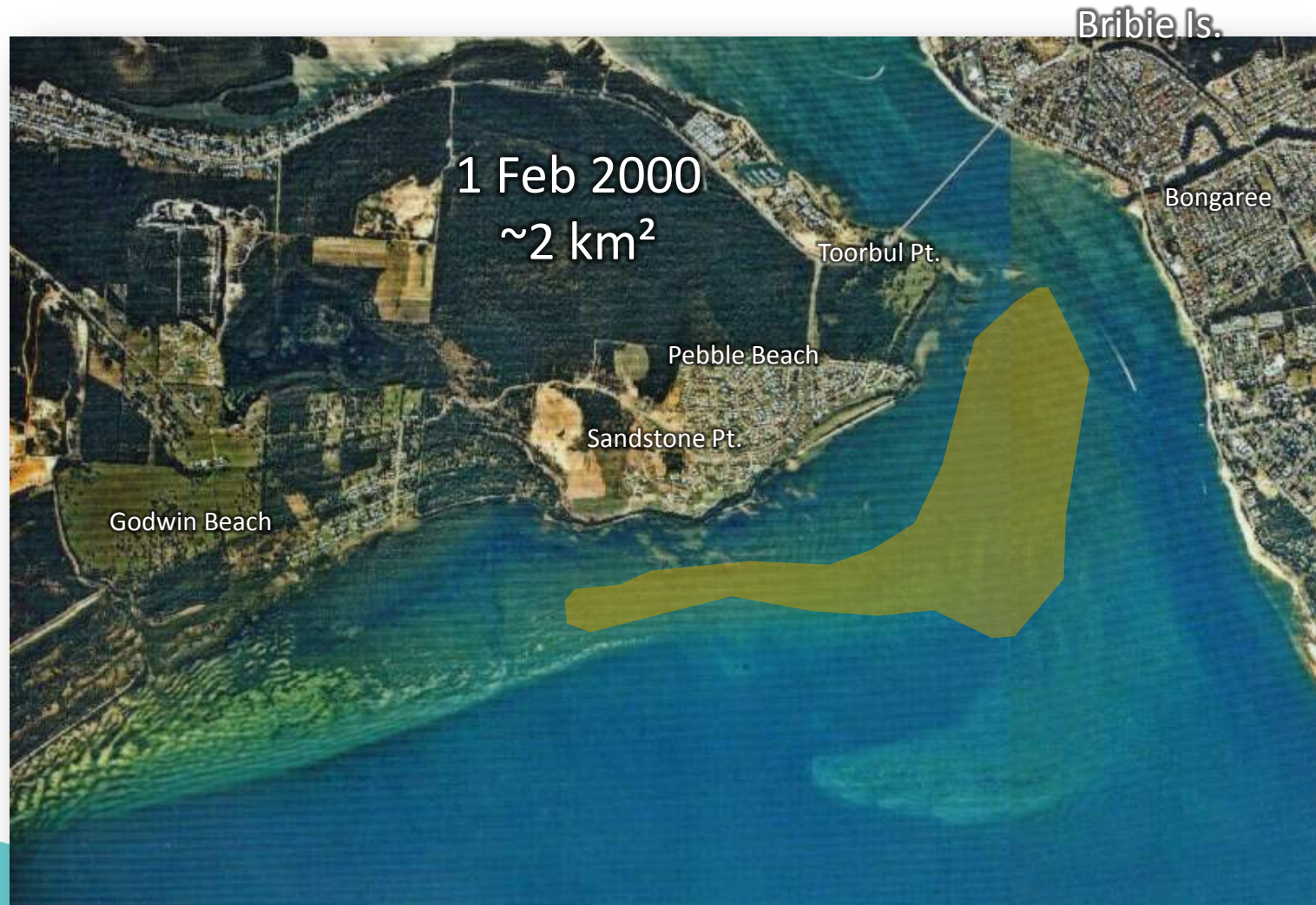
An animated map sequence can be effective



An animated map sequence can be effective



An animated map sequence can be effective



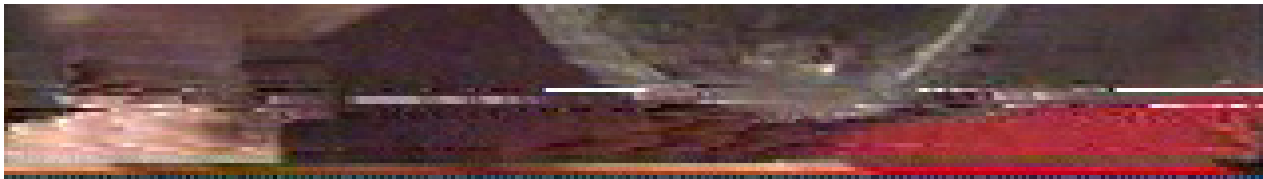
An animated map sequence can be effective



An animated map sequence can be effective



Using movies can be impressive yet deflating



Tips for presenting

- Preparation is essential
 - Rehearse
 - Write it out
 - Words for between slides
- Arrive early to check equipment
- Introduce yourself and provide some background
- Face the audience and speak slowly and clearly
- Be enthusiastic



You're not reading a speech

- Text can be used to:
 - *Remind* you of the key points of the talk
 - *Provide* the audience with information to interpret graphics

Presenting your talk

- Preparation is essential
 - Practice your presentation at least twice before giving it to your audience: once in front of colleagues for review purposes, and another to practice the timing
- Arrive early to check equipment and greet audience
 - Make sure you are familiar with the projector and remote control, and quickly go through your presentation to make sure everything is displaying properly
- Provide appropriate background
 - Do not assume that your audience is familiar with your field. Stick to the principle of "don't dumb it down, raise the bar"
- Thoughtful transitions between points keeps your audience focused on your theme
 - Linking transitions maintains your storyline
- Orient the audience to each slide
 - Explain axes, graphs, units, photos, diagrams before explaining what it all means
- Be enthusiastic and pace yourself
 - People are often nervous giving a presentation and can easily forget to say something important, or speak too fast and lose their audience
- Assess your audience and situation and respond if necessary
 - Some audiences need more background than others, and sometimes the event will be running late so you may need to skip slides

INTEGRATION &

APPLICATION

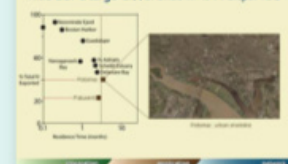
NETWORK

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Chesapeake tributaries have similar residence time but a large difference in % N exported



INTEGRATION &

APPLICATION

NETWORK

You're not reading a speech

- Text should NOT be used to:
 - *Distract* audience from your words
 - *Replace* the need for you to talk

Presenting your talk

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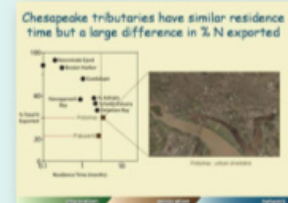
INTEGRATION &

APPLICATION

NETWORK

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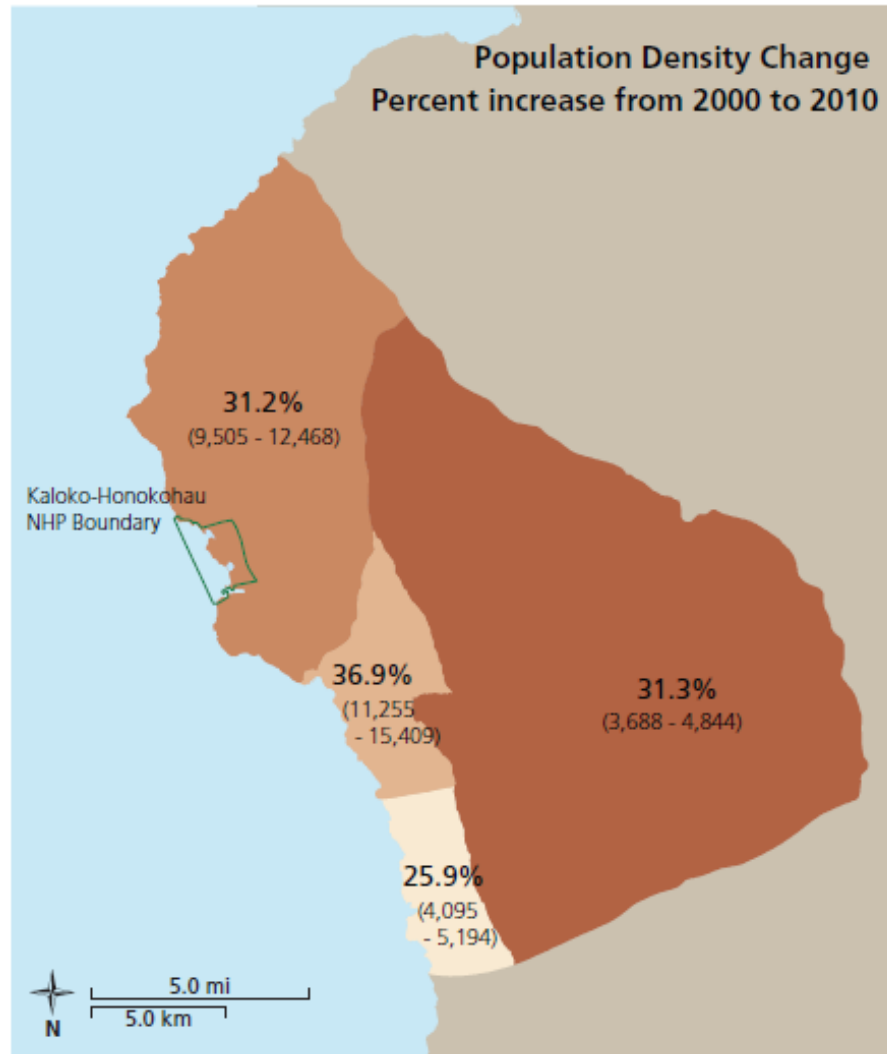


INTEGRATION &

APPLICATION

NETWORK

Orient the audience to each slide



Tips for dealing with nerves

- Nerves are good!
- Adrenaline helps you to focus and give a better presentation
- Don't prepare to fail
- Anticipate the questions
- Understand the weaknesses of your work
- Ask a previous speaker a question in question time



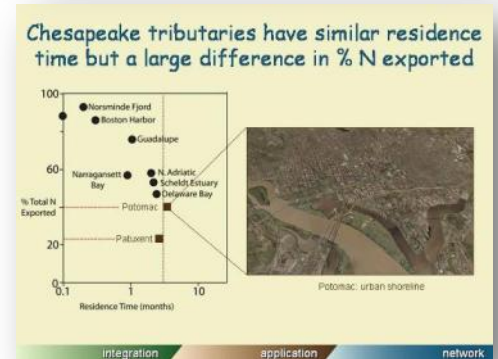

Summary

- Be prepared!
- Aim to impart a few key points
- Invest time to make your presentation visually appealing
- Use effective visual elements and active titles

Summary

***Trichodesmium* blooms:**

- Have a significant impact on both inorganic & organic nutrients
- Can cause composition shifts in both phyto and zooplankton communities
- Increases in dinoflagellates may be related to DON exudation
- Direct implications for oceanic food webs



What is "ecosystem health"?

- Key processes operate to maintain stable & sustainable ecosystems
- Zones of human impacts do not expand
- Critical habitats remain intact

Healthy ecosystem



Unhealthy ecosystem

